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LISTING OF CLAIMS:

1. (Currently Amended) An on-line newspaper publishing system for preparation of one or more publications for on-line viewing, including:

a networked host server;

a composition computer connected to said host server;

an image database, associated with the host server and accessible by the composition computer;

article content of a paper-based publication to be converted for publication in a digital edition hosted on the networked host server;

at least one layout template, the template defining at least a region on a web page for the display of a preview image of a display advertisement;

said composition computer producing image files, the image files including images of full-size display advertisements and corresponding reduced-size, anti-aliased preview images, said full-size display advertisements and corresponding reduced-size, anti-aliased preview images being stored in said image database; and

said composition computer producing browser-readable code representing a web page, the web page comprising at least one link to the full-size display advertisement image file that is also stored in the database, wherein the link is provided by a corresponding reduced-size, anti-aliased preview image.

2. (Original) The on-line newspaper publishing system of claim 1, wherein the preview images are automatically produced from the full-size image files.

3. (Original) The on-line newspaper publishing system of claim 2, wherein the preview images are produced in accordance with at least one predetermined size requirement.

4. (Original) The on-line newspaper publishing system of claim 3, wherein the predetermined size requirement is defined by a region on a web page for the display of a preview image of a display advertisement as dictated by the at least one layout template.

5. (Previously Presented) The on-line newspaper publishing system of claim 1, wherein the preview images are spatially associated with content in the web page.

6. (Previously Presented) The on-line newspaper publishing system of claim 1, wherein the database stores the full-size display advertisements and corresponding reduced-size, anti-aliased preview images, and where the layout template operates in conjunction with the database to enable the preview images to be periodically moved relative to one another on the web page.

7. (Original) The on-line newspaper publishing system of claim 1, wherein the location of the preview images is determined as a function of the category of the web page.

8. (Previously Presented) The on-line newspaper publishing system of claim 1, wherein the content is archival content and wherein the image files, including images of full-size display advertisements and corresponding reduced-size preview images, are current advertisements.

9. (Previously Presented) A method of preparing an on-line news publication via an electronic publishing system in a computer, the method including:

collecting advertiser copy from a paper-based print media source and converting for publication in a digital edition;

creating a reduced-size preview image of the advertiser digital copy using a digital computer to perform an image size reduction operation that includes an anti-aliasing filter, wherein at least one dimension of the reduced-size preview image is determined in accordance with a predetermined size;

associating text-based content with the preview image in a web page, wherein the preview image also provides a hyperlink, as a selectable object that is linked to a full-size image of the advertiser content; and

publishing the web page, wherein the text-based content, the anti-aliased preview image and the full-size image are all stored on a host server.

10. (Previously Presented) The method of claim 9, further including digitizing the advertiser hard copy from a print media source to create the advertiser digital copy as a digital image.

11. (Previously Presented) The method of claim 10, wherein digitizing the advertiser hard copy creates a digital image in a graphics interchange file format (.gif).

12. (Previously Presented) The method of claim 9, wherein creating a reduced-size preview image includes retaining the aspect ratios of the digital copy so as to facilitate the placement of dissimilarly sized advertisements in locations having a common dimensional limitation.

Claims 13 - 20 (Canceled).

21. (Previously Presented) An on-line news publication produced by the method of claim 9.

22. (Previously Presented) A method of preparing an on-line news publication for on-line viewing, including:

collecting advertiser copy from a paper-based print media source and converting to digital copy for publication in a digital edition;

storing the advertiser digital copy in a database associated with a host server;

using a digital computer to perform an image size reduction operation, to create a reduced-size preview image of the advertiser digital copy, the reduced-size preview image having at least one dimension that is determined in accordance with a predetermined size;

storing the reduced-size preview image in the database;

using a digital computer to associate text-based content with the reduced-size preview image in a web page, the reduced-size preview image providing a hyperlink to a full-size image of the advertiser digital copy stored in the database; and

using the digital computer to produce the web page, wherein the text-based content, the reduced-size preview image and the full-size image are all stored on the host server.

23. (Previously Presented) The method of claim 22, wherein creating a reduced-size preview image includes retaining the aspect ratios of the advertiser copy so as to facilitate the placement of a plurality of dissimilarly sized advertisements in locations having common dimensional limitations.